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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**APPLICANT:** YAHOO! INC.

**SERIAL NO.:** 09/872,635

**FILING DATE:** May 31, 2001

**ATTY. DOCKET:** 85804-019700 (017887-009100US)

**TITLE:** CENTRALIZED FEED MANAGER

**EXPRESS MAIL CERTIFICATE**

Date of Deposit: September 8, 2005

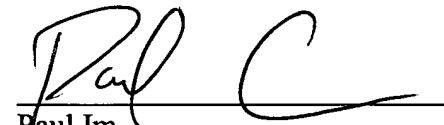
Express Mail No.: EV 559713433 US

I hereby certify that the following attached paper(s) and/or fee

- (1) Power of Attorney To Prosecute Applications Before the USPTO (PTO/SB/80)  
(1 page);
- (2) Statement under 37 CFR 3.73(b) (1 page);
- (3) Copy of Recorded Assignment, reel/frame 012438/0619, recorded 01/07/2002  
(7 pages);
- (4) A self-addressed stamped postcard, return of which is requested to acknowledge receipt of the enclosed documents.

are being deposited with the United States Postal Service to Addressee service under 37 C.F.R. Section 1.10 on the date indicated above and is addressed to the; Commissioner for Patents, P. O. Box 1450; Alexandria, VA 22313-1450.

Respectfully submitted,  
**GREENBERG TRAURIG, LLP.**



Paul Im  
Patent Agent

Dated: September 8, 2005

**CORRESPONDENCE:**

**GREENBERG TRAURIG LLP**

Met Life Building  
200 Park Avenue, 20th Floor  
New York, New York 10166  
Phone: 212-801-9200  
Fax: 212-801-6400



PTO/SB/80 (04-05)

Approved for use through 11/30/2005, OMB 0651-0035  
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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## POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:

Practitioners associated with the Customer Number:

32381

OR

Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:

The address associated with Customer Number:

32381

OR

<input type="checkbox"/>	Firm or Individual Name	
Address		
City	State	Zip
Country		
Telephone	Email	

Assignee Name and Address:

Yahoo! Inc.  
701 First Avenue  
Sunnyvale, CA 94089

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

### SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date 11/26/05
Name	Chris W. Higgins	Telephone (626) 229-8807
Title	Director, Patent Asset Development	

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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SEP 08 2005

14P93

PTO/SB/96 (08-03)  
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U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE  
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

### STATEMENT UNDER 37 CFR 3.73(b)

Applicant/Patent Owner: Yahoo! Inc.

Application No./Patent No.: 09/872,635 Filed/Issue Date: May 31,2001

Entitled: CENTRALIZED FEED MANAGER

Yahoo! Inc., a corporation  
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1.  the assignee of the entire right, title, and interest; or

2.  an assignee of less than the entire right, title and interest.

The extent (by percentage) of its ownership interest is \_\_\_\_\_ %  
in the patent application/patent identified above by virtue of either:

A.  An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 012438, Frame 0619, or for which a copy thereof is attached.

OR

B.  A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

2. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

3. From: \_\_\_\_\_ To: \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

Additional documents in the chain of title are listed on a supplemental sheet.

Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

9/8/05

Date

212-801-6704

Telephone number

Paul Im

Typed or printed name

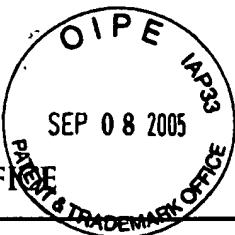
Signature

Patent Agent

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



BN  
017887-009100US

MARCH 04, 2002

PTAS

TOWNSEND AND TOWNSEND AND CREW LLP  
BRIAN N. YOUNG  
TWO EMBARCADERO CENTER, 8TH FLOOR  
SAN FRANCISCO, CA 94111-3834

Chief Information Officer  
Washington, DC 20231  
[www.uspto.gov](http://www.uspto.gov)



\*101944343A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 01/07/2002

REEL/FRAME: 012438/0619

NUMBER OF PAGES: 5

BRIEF: ASSIGNMENT OF ASSIGNEE'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNEE:  
ATHEY, KEVIN

DOC DATE: 10/25/2001

ASSIGNEE:  
ROBISON, JOHN

DOC DATE: 10/08/2001

ASSIGNEE:  
PATEL, ASHVINKUMAR P.

DOC DATE: 10/24/2001

ASSIGNEE:  
YAHOO! INC.  
701 FIRST AVENUE  
SUNNYVALE, CALIFORNIA 94089

SERIAL NUMBER: 09872635  
PATENT NUMBER:

FILING DATE: 05/31/2001  
ISSUE DATE:

012438/0619 PAGE 2

DOROTHY BASMA, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

1/7/2



Form PTO-1595  
(Rev. 03-01)  
OMB No. 0651-0027 (exp. 5/31/2002)

### Recordation Form Cover Sheet **PATENTS ONLY**

Tab settings → → →

01-14-2002

U.S. Patent and Trademark Office



101944343

To the Honorable Commissioner of Patents and Trademarks. Please record the attached:

1. Name of conveying party(ies):

Kevin Athey

Additional name(s) of conveying parties attached?  Yes  No.

3. Nature of conveyance:

 Assignment Merger Security Agreement Change of Name Other: \_\_\_\_\_

2. Name and address:

Name: Yahoo! Inc.

Internal Address: \_\_\_\_\_

Street Address: 701 First AvenueCity: Sunnyvale State: CA ZIP: 94089Additional names and addresses attached?  Yes  NoExecution Date: October 8, 24, and 25, 2001

4. Application number(s) or patent number(s).

If this document is being filed together with a new application, the execution date of the application is: \_\_\_\_\_

A. Patent Application No(s): 09/872,635

B. Patent No(s): \_\_\_\_\_

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Brian N. Young  
 TOWNSEND AND TOWNSEND AND CREW LLP  
 Two Embarcadero Center, 8<sup>th</sup> Floor  
 San Francisco, California 94111-3834  
 (415) 576-0200

6. Total number of applications and patents involved 17. Total fee (37 CFR 3.41): \$40.00 Enclosed Authorized to be charged to deposit account8. Deposit account number: 20-1430

(Attach duplicate copy of this page if paying by deposit account)

**DO NOT USE THIS SPACE**

9. Statement and signature.

*To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.*

Brian N. YoungName of Person Signing  
Atty. Reg. No. 48,602

Signature

October 30, 2001  
DateTotal number of pages including cover sheet, attachments and document 5

Mail documents to be recorded with required cover to:  
 Commissioner of Patents and Trademarks, Box Assignments  
 Washington, D.C. 20231

Form PTO-1595  
Recordation Form Cover Sheet  
Patents Only  
Page 2

1. Additional name(s) of conveying party(ies):  
(Continued from Page 1)

John Robison  
Ashvinkumar P. Patel

2. Additional name(s) and address(es) of receiving party(ies):  
(Continued from Page 1)

3. Additional application number(s) or patent number(s):  
(Continued from Page 1)

A. Patent Application No.(s)

B. Patent No.(s)

SF 1286291 v1

**ASSIGNMENT OF PATENT APPLICATION**

**JOINT**

WHEREAS, Kevin Athey, of 5272 Lawler Avenue, Fremont, CA 94536; John Robison, of 2843 Gazelle Drive, Campbell, CA 95008; Ashvinkumar P. Patel, of 27765 Lupine Road, Los Altos, CA 94022; hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: **CENTRALIZED FEED MANAGER**

Date(s) of execution of Declaration: October 8, 2001, October 24, 2001 and October 25, 2001

Filing Date: **May 31, 2001**

Application No.: **09/872,635; and**

WHEREAS, Yahoo! Inc., a corporation of the state of Delaware, located at 701 First Avenue, Sunnyvale, CA, 94089, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

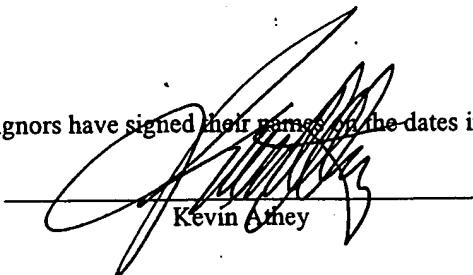
Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignors hereby authorize and request Townsend and Townsend and Crew LLP, Two Embarcadero Center, 8<sup>th</sup> Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

Assignment  
Attorney Docket No.: 017887-009100US  
Page 2

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

Dated: 25 Oct 2001

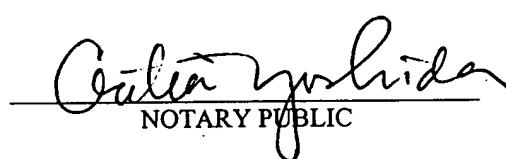
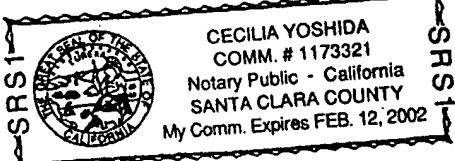


Kevin Athey

STATE OF CALIFORNIA )  
COUNTY OF Santa Clara ) ss.

On October 25, 2001, before me, Cecilia Yoshida, personally appeared Kevin Athey, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Cecilia Yoshida

NOTARY PUBLIC

My Commission Expires: 2-12-2002

Dated: 10/8/2001

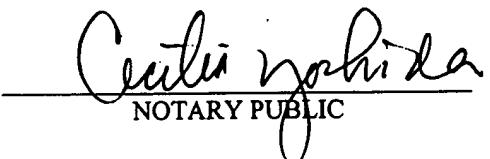
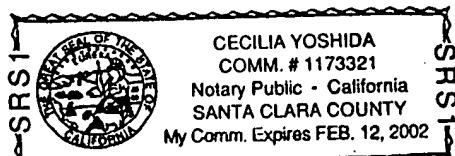


John Robison

STATE OF CALIFORNIA )  
COUNTY OF Santa Clara ) ss.

On October 8, 2001, before me, Cecilia Yoshida, personally appeared John Robison, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Cecilia Yoshida

NOTARY PUBLIC

My Commission Expires: 2-12-2002

Assignment  
Attorney Docket No.: 017887-009100US  
Page 3

Dated: 24 Oct 2001

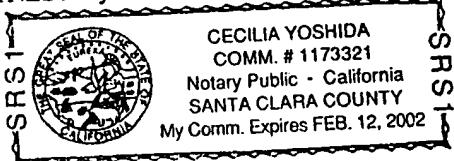
Ashvinkumar P. Patel  
Ashvinkumar P. Patel

STATE OF CALIFORNIA )  
                          ss.

COUNTY OF Santa Clara)

On October 24, 2001, before me, Cecilia Yoshida, personally known to me (or proved to me on the personally appeared Ashvinkumar P. Patel, personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Cecilia Yoshida  
NOTARY PUBLIC

My Commission Expires: 2-12-2002